

Central Hollywood Coalition  
Sunset & Vine BID Board Meeting

**MINUTES**  
May 10, 2011  
4 – 6 p.m.  
AMPAS Pickford Center  
1313 Vine Street, Los Angeles, CA. 90028

**Officers and Directors Present**

Michael Pogorzelski, President, Academy of Motion Picture Arts and Sciences  
Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios  
Duke Gallagher, Treasurer, The Production Group  
Carol Massie, Secretary, McDonald's Restaurants  
Alexander Bazley, Robertson Properties Group  
Brian Folb, Paramount Contractors  
Fabio Conti, The Fabiolus Café  
Charles Eberly, The Eberly Company  
Kitty Gordillo, Hollywood Wilshire YMCA  
Lillian Kuo, Vice President, Broadreach Capital  
Patrick Olmstead, Los Angeles Film School  
Fred Rosenthal, Ametron  
Allen Sides, Ocean Way Recording

**Absent**

Ryan Harter, CIM Group  
Rick Garcia, Chase Bank

**Consultants**

Kerry Morrison, Hollywood Property Owners Alliance  
Sarah MacPherson, Hollywood Property Owners Alliance  
Joseph Mariani Jr., Hollywood Property Owners Alliance  
Devin Strecker, Hollywood Property Owners Alliance

**I. Call to Order**

Mike Pogorzelski called the monthly board meeting to order at 4:14 p.m.

**II. Public Comment**

There was no public comment.

**III. Approval of Board Minutes**

**It was moved by Carol Massie, seconded by Kitty Gordillo and CARRIED to approve the minutes from the board's April 12, 2011 meeting. Unanimously approved.**

#### **IV. Treasurer's Report**

A. Gallagher reviewed the monthly cash flow statement and balance sheet with the Board. A copy of the Annual Independent Accountants' Review Report, conducted by RBZ, was also distributed. The findings of the report express that RBZ is "not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in conformity with accounting principles generally accepted in the United States." A copy of the Review will be delivered to the City Clerk's Office in accordance with our contractual agreement.

**It was moved by Fred Rosenthal, seconded by Charles Eberly and CARRIED to approve the Treasurer's Report from April 30, 2011. Unanimously approved.**

**It was moved by Kitty Gordillo, seconded by Fred Rosenthal and CARRIED to approve the 2010 Financial Review. Unanimously approved.**

#### **V. Committee & Program Reports**

##### **A. Streetscape Committee**

1. CRA Urban Design Plan: MacPherson reported that she, Massie and Pogorzelski met with Kip Rudd and the CRA's landscape architect prior to the Board meeting to discuss the streetscape component of the Urban Design Plan. The group talked about the maintenance demands associated with various street furniture designs, medians, and parkways and will continue to provide input this summer as the CRA makes their final amendments to the Plan.

2. Maintenance RFP: MacPherson reported that Staff is enlisting volunteers from the Board to participate in the selection process for maintenance services for both the Sunset & Vine BID and Hollywood Entertainment District. The current contract with Cleanstreet expires on December 31, 2011. Carol Massie and Alexander Bazley offered to serve on the committee, which will also include board members from the HPOA Board.

##### **A. Security Committee**

1. Security Report: Rosenthal and Morrison provided a general report on security activities. Rosenthal reported that there have been some notable arrests in the BID, pointing out two incidents at McDonalds and Jack in the Box. Morrison said that the release of many parolees from state prisons has likely contributed to an increase in arrests. Approximately 12% of arrests by BID security have been felonies.

2. Cahuenga Corridor Meetings: Morrison reported there have been recent meetings held to discuss public safety and crime incidents at the ArcLight parking structure. The meetings have helped improve communication between the various security companies overseeing the complex and the overall number of security officers in the structure has increased on weekends and during special events.

3. Homeless outreach: Morrison said there has continued to be an increase in the number of homeless individuals sleeping along the east side of Staples on Cole Ave. PATH, GettLove, and LAPD recently went to the location and found 26 people inhabiting the sidewalk and adjacent parking lot. Morrison and Folb have both spoken with the manager at Staples and recommended that they install

additional lighting. Folb put Staples in touch with DWP, which is willing to upgrade their existing lights with stronger bulbs. Progress on this effort will be discussed at the next Board meeting.

## **VI. Report from BID Renewal Steering Committee**

**A. Status of BID Renewal:** Morrison and Mariani summarized the key issues raised by the City Clerk's Office during their latest review of the Management District Plan (MDP) and Engineer's Report (ER). Of primary concern were 35 parcels zoned partially residential that were going to be removed from the roll, which would have resulted in a \$50,000 decrease to the annual budget. The parcels slated for removal included several residentially-zoned parcels that were acquired by LAUSD for the development of Helen Bernstein High School. Although the parcels are clearly now used as public facilities, the parcels cannot be assessed until they are rezoned in the new Community Plan.

After several discussions with the City Planning Department and City Clerk's Office, it was determined that State law exempts parcels that are solely residential. Of the 35 parcels, 18 of them were determined to be exclusively residential (16 from Helen Bernstein, 2 from the Production Group Bungalows on Afton). Until the time, when the parcels are rezoned, they would remain on the roll without an assessment and the CHC may ask LAUSD to pay their assessments voluntarily. The net effect is an approximately \$30,000 decrease in annual assessment revenue.

Staff is now waiting for final approval on the MDP and ER from the City Clerk's Office before sending out the petitions. Mariani added that he will email a spreadsheet with call assignments for each of the board members after the petitions are mailed.

## **VII. New Business**

**A. CEQA Reform:** Morrison gave kudos to the Chamber of Commerce for leading the way with CEQA reform legislation efforts. The Board engaged in a general discussion on the impacts of recent CEQA-based lawsuits on development projects throughout Hollywood. Several strategies were discussed to increase awareness on this issue, including media outreach and building a broader coalition beyond Hollywood.

**B. CD13 Parking and Traffic Advisory Group:** Morrison stated that way-finding signage is one of the chief priorities for the Council's advisory group. Staff has invited graphics and way-finding specialists to a luncheon on June 29 to brainstorm and identify the types of signage needed in Hollywood.

## **VIII. Old Business**

**A. Extension of Management Agreement with HPOA:** Morrison pointed out that the management agreement between the CHC and HPOA had yet to be formally renewed after it expired on December 31, 2010.

**It was moved by Folb and seconded by Massie to extend the CHC's management agreement with HPOA through December 31, 2011. The motion carried unanimously.**

**B. Hollywood Community Plan** – MacPherson reminded board members that comments on the Draft EIR are due to the City Planning Department by June 1, 2011.

**IX. Adjournment**

There being no further business the meeting was adjourned by Pogorzelski at 6:00 p.m. The next meeting is scheduled for Tuesday, June 14, 2011.